RJ Reynolds Tobacco Company

INTERCOMPANY MEMORANDUM

TIME SENSITIVE INFORMATION

DATE: May 9, 1997

TO: All Region Sales Managers (RSM)
All Region Operations Managers (ROM)

SUBJECT: Winston Wave 2 PDI

Winston Wave 2 PDI has been determined and is available on-line for ordering effective May 12th. The attached spreadsheet outlines the available items as well as Region Budgets.

The Winston PDI items have been divided into two categories; Priority Items and Miscellaneous Items. The items critical to introduction are Priority Items. It is imperative that Regions spend the majority of their budget on the Priority Item list. A guideline percentage is included to assist your ordering activity.

All orders must be in the system by May 16th. We apologize for this short lead time, however it is necessary to ensure production time for your items.

All Winston PDI items have been illustrated. Each Region Operations unit will be mailed copies of these illustrations for their use during the upcoming Sales meetings. These illustrations will be in Netscape in the near future. Done

Please refer to FSC 18G-A, Dated 11/4/96 for on-line ordering guidelines.

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cc: Area Managers Operations

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